



Conectiv Power Delivery Adds Value for Customers



Conectiv Power Delivery began participating in the ENERGY STAR Homes Program in June of 1998. Thanks to an aggressive, creative marketing effort, the company anticipates that by the end of 1999, a significant number of new homes in Conectiv Power Delivery's New Jersey territory will be certified as ENERGY STAR Homes.

"We realize that providing information about the ENERGY STAR Homes Program adds value to the service we provide our customers," said Zenia Chalupa, program manager, Conectiv Power Delivery Marketing. "Through a two-pronged marketing approach, we're supplying customers valuable information about the program while also working with builders and trade allies to encourage their participation."

Formed by the 1998 merger involving Atlantic Electric and Delmarva Power, Conectiv Power Delivery faced a dual communications challenge—building its new brand identity for approximately 430,000 residential customers in southern New Jersey, while simultaneously introducing the ENERGY STAR Homes Program.

Conectiv Power Delivery quickly incorporated the ENERGY STAR logo into many advertising and editorial outreach efforts. Consumer-oriented ads have been appearing in all of the area's local newspaper dailies and in large regional Sunday editions. Utility bill inserts and billboards are additional tools used to inform homeowners of the potential benefits of an ENERGY STAR Home.

"We also used the Marketing Toolkit press releases provided by EPA," said Ms. Chalupa. "These releases are very convenient in communicating the ENERGY STAR message to area media, helping educate the public about the utility's partnership with EPA and the local benefits of energy-efficient homebuilding practices."

In conjunction with its consumer-oriented campaign, Conectiv Power Delivery began implementing a unique cooperative program to assist builders in advertising ENERGY STAR Homes. The utility developed a variety of print ads and other materials for builders to use with their own logos.

"We're pleased with how well our New Jersey customers and trade allies have responded to our initial efforts," said Ms. Chalupa. "We're looking forward to continued success in promoting ENERGY STAR Homes!"

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—Zenia Chalupa